

Communications Officer

AMVETS Riders as an organization is an international "brand" that is shaped and characterized by its very members. The value of the AMVETS Riders brand within our communities is bolstered by an informed and engaged public of the special and outstanding activities sponsored by AMVETS Riders. Equally, the members themselves must know of the issues and activities occurring within AMVETS and AMVETS Riders. It is the job of the Communications Officer to be the conduit between the members, the organization and community, and to enhance the prestige of the Chapter and AMVETS Riders. This role requires someone who will stay informed and actively help keep others informed and engaged both within the Chapter and AMVETS Riders, as well as the community. There are many communication avenues and tools available and the AMVETS COMMUNICATIONS MANUAL serves as a guide for the Communications Officer. The Communications Officer shall be responsible for the planning, formulation, and development of a communications program, including, but not limited to, publicity, organizational publications, promotional material, and Riders internet website. The Communication Officer shall be responsible for efficient and proper liaison with all communications such as media-press, radio, motion pictures, periodicals, television, and all forms of advertising.

The Communications Officer is the person responsible for maintaining the social media policy. The policy can be found on the web site amvetsridersnational.org under the publications tab. The Communication Officer shall perform other duties as may be assigned by the Executive Board or the President.